

ABSTRACT OF THE DISCLOSURE

This invention provides an image printing apparatus in which, when the printhead temperature rises in driving the printhead at a high speed, the ink discharge amount is optimized in accordance with the 5 temperature rise to achieve high-quality, high-efficiency printing. For this purpose, in an image printing system using a time division simultaneous driving method of grouping a predetermined 10 printing elements into a plurality of blocks every predetermined number of printing elements and driving printing elements belonging to the same block at the same driving timing, if the printhead falls within a predetermined temperature range, droplets are 15 discharged using all blocks to print an image. To the contrary, if the printhead reaches the predetermined temperature or higher, blocks to be used are restricted in accordance with the printhead temperature, the total 20 number of droplets is decreased, and the amount of one droplet is increased to print an image. High-quality, high-efficiency printing is realized as a whole.